


Docket No. 66475-31300

PATENT

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In re application of:	:	
Norman Jr.	:	
	:	
Serial No.: 10/061,675	:	Examiner: Le, Linh Giang
	:	
Filed: February 2, 2002	:	Group Art Unit: 3626
	:	
For: APPARATUS AND METHOD FOR:	:	
DIRECTING INTERNET USERS	:	
TO HEALTHCARE	:	
INFORMATION	:	

APPEAL BRIEF UNDER 37 CFR § 41.37

Submitted herewith is applicant's appeal brief, appealing the final rejection of claims 1-14, and 19.

(1) Real Party In Interest

The real party in interest in this Appeal is Heathline Networks, Inc. by an assignment recorded on July 13, 2007, at Reel No. 019550, Frame No. 0718.

A chain of title from the inventor of the patent application identified above to the current assignee as follows:

1. From: James G. Norman, Jr. To: YourDoctor.com, Inc. - The document was recorded in the United States Patent and Trademark Office at Reel 010338, Frame 0166
2. From: YourDoctor.com, Inc. To: Intermap Systems, Inc. - The document was recorded in the United States Patent and Trademark Office at Reel 012690, Frame 0298
3. From: Intermap Systems, Inc. To: Heathline Networks, Inc. - The document was recorded in the United States Patent and Trademark Office at Reel 019550, Frame 0718.

(2) Related Appeals and Interferences

There are no related appeals or interferences.

(3) Status of Claims

Claims 1-30 are pending in the application. Claims 1-30 have been given a second non-final rejection. This is an appeal of the non-final rejection of claims 1-14 and 19. Claims 15-18 and 20-30 are not being appealed.

(4) Status of Amendments

No amendments have been filed following the non-final rejection of claims 1-30 mailed on May 3, 2007.

(5) Summary of Claimed Subject Matter

Of claims 1-14 and 19 that have been given a non-final rejection, claims 1, 8, 11, and 19 are independent claims.

The subject matter of the invention defined by independent claim 1 is a method of using a prescription pad to facilitate providing health care information to a patient. The prescription pad has a plurality of prescription sheets. *See, e.g.,* Application, 14:17. The method comprises performing a diagnostic procedure on a patient to identify an ailment of the patient. The method further comprises placing on at least one of the prescription sheets of the prescription pad an address for an Internet web site. *See, e.g.,* Application, 15:8-9. Information about the ailment is accessible via the Internet web site. *See, e.g.,* Application, 15:13 – 16:19. The method further comprises giving the one prescription sheet to the patient. *See, e.g.,* Application, 15:13-14.

Claim 2 depends from claim 1, and the subject matter of the invention defined by dependent claim 2 is that the step of placing the address for the Internet web site on the at least one of the prescription sheets precedes the step of performing the diagnostic procedure on the patient. *See, e.g.,* Application, 15:9-11.

Claim 3 depends from claim 1, and the subject matter of the invention defined by dependent claim 3 is that the prescription pad is preprinted with a listing of a plurality of ailments, and the method further comprises instructing the patient to initiate a search via the Internet web site about one of the plurality of listed ailments. *See, e.g.,* Application, 15:1-2.

Claim 4 depends from claim 1, and the subject matter of the invention defined by dependent claim 4 is that the prescription pad is preprinted with a listing of names of a plurality of ailments (*See, e.g.,* Application, 15:1-2), and the Internet web site is adapted to retrieve information about any one of the plurality of ailments upon initiation of a signal associated with said any one of the plurality of ailment (*See, e.g.,* Application, 15:20-16:4). The method further comprises instructing the patient to perform an action which initiates via the web site a signal

associated with one of the plurality of listed ailments in a manner to retrieve information about said one of the plurality of listed ailments. *See, e.g., Application, 12:13-15.*

Claim 5 depends from claim 4, and the subject matter of the invention defined by dependent claim 5 is that the step of instructing the patient to perform an action comprises instructing the patient to input into a computer communicating with the web site the name of said one of the plurality of listed ailments. *See, e.g., Application, 15:20-16:4.*

Claim 6 depends from claim 4, and the subject matter of the invention defined by dependent claim 6 is that the step of instructing the patient to perform an action comprises instructing the patient to input into a computer communicating with the web site an ICD or CPT code associated with said one of the plurality of listed ailments. *See, e.g., Application, 15:11-15:16.*

Claim 7 depends from claim 1, and the subject matter of the invention defined by dependent claim 7 is the further step of instructing the patient to input into a computer communicating with the web site an ICD or CPT code associated with the ailment of which the patient was diagnosed as having. *See, e.g., Application, 15:7-19.* The Internet web site and computer are configured in such a manner that the input of the ICD or CPT code results in retrieval via the Internet web site of information about the ailment. *See, e.g., Application, 15:16-19.*

The subject matter of the invention defined by independent claim 8 is a method of directing a patient to a source of health care information comprising the steps of identifying an ailment of the patient (*See, e.g., Application, 15:7-8*), ascertaining an ICD or CPT code associated with the ailment (*See, e.g., Application, 15:11-13*), and instructing the patient to input the ICD or CPT code into a computer communicating with an Internet web site to obtain

information about the ailment (*See, e.g.*, Application, 15:13-16). The Internet web site and the computer are configured in such a manner that the input of the ICD or CPT code into the computer results in retrieval via the Internet web site of information about the ailment. *See, e.g.*, Application, 15:16-19.

Claim 9 depends from claim 8, and the subject matter of the invention defined by claim 9 is that the step of instructing the patient to input the ICD or CPT code into a computer includes: placing on a prescription sheet an address for the Internet web site (*See, e.g.*, Application, 15:8-11); placing on the prescription sheet the ICD or CPT code (*See, e.g.*, Application, 15:3-6); and giving the prescription sheet to the patient (*See, e.g.*, Application, 15:13-16).

Claim 10 depends from claim 9, and the subject matter of the invention defined by dependent claim 10 is that the step of placing the address on the prescription sheet occurs before the step of identifying an ailment of the patient. *See, e.g.*, Application, 15:9-11.

The subject matter of the invention defined by independent claim 11 is a method of providing health care information to a user comprising the steps of storing descriptive information about a plurality of ailments in a computer database (*See, e.g.*, Application, 9:13-14) and providing a retrieval system accessible by an Internet user using the Internet (*See, e.g.*, Application, 9:14-17). The retrieval system is adapted to retrieve the stored descriptive information for an ailment of the plurality of ailments upon the user initiating a signal corresponding to the ailment. *See, e.g.*, Application, 9:14-17. The method further comprises furnishing prescription pads to health care providers (*See, e.g.*, Application, 16:5-6) wherein each of the prescription pads includes a plurality of prescription sheets (*See, e.g.*, Application, 14:16), and the prescription sheets have placed thereon an address for the Internet web site (*See, e.g.*, Application, 14:17).

Claim 12 depends from claim 11, and the subject matter of the invention of claim 12 is that the descriptive information for each ailment comprises one or more of the following: physiological aspects of the ailment, pathological aspects of the ailment, information as to whether the ailment is treatable, information about expected clinical course, and potential complications. *See, e.g., Application, 12:3-7.*

Claim 13 depends from claim 11, and the subject matter of the invention of claim 13 is the further step of directing the health care providers to give the prescription sheets to patients diagnosed as having ailments. *See, e.g., Application, 15:13-16.*

Claim 14 depends from claim 13, and the subject matter of the invention of claim 14 is that the descriptive information about each of the plurality of ailments is associated with at least one ICD or CPT code for said each of the plurality of ailments. *See, e.g., Application, 16:16-19.* Also, the retrieval system is adapted to retrieve the stored descriptive information for an ailment of the plurality of ailments upon the user initiating a signal corresponding to the at least one ICD or CPT code for the ailment. *See, e.g., Application, 16:11-16.* The method further comprises the step of directing the health care providers to write on the prescription sheets the ICD or CPT codes associated with the diagnosed ailments. *See, e.g., Application, 16:16-19.*

The subject matter of the invention of independent claim 19 is a prescription pad for facilitating the providing of health care information to a patient. *See, e.g., Application, 14:16-17.* The prescription pad comprises a plurality of prescription sheets. *See, e.g., Application, 14:17.* At least one of the prescription sheets includes a surface having an address for an Internet web site placed thereon. *See, e.g., Application, Fig. 4; 14:18-19.* The surface further has placed thereon an ICD or CPT code associated with an ailment. *See, e.g., Application, 15:3-6.* The Internet web site contains information about the ailment. *See, e.g., Application, 12:13-20.*

(6) Grounds of rejection to be reviewed on Appeal

The issues to be reviewed by this Appeal are:

- (i) whether the Examiner failed to meet his burden of proving that claim 8 is unpatentable under 35 U.S.C. § 101 as claiming the same invention of claims 1-8, 12-15 and 19-23 of by U.S. Patent No. 6,738,754;
- (ii) whether the Examiner failed to meet his burden of proving that claims 1-5 and 11-13 are made obvious under 35 U.S.C. § 103(a) by U.S. Patent No. 4,971,362 (the “Lapsker patent”) in combination with U.S. Patent No. 5,935,060 (the “Iliff patent”);
- (iii) whether the Examiner failed to meet his burden of proving that claims 6-10, 14, and 19 are made obvious under 35 U.S.C. § 103(a) by the Lapsker patent in combination with the Iliff patent and U.S. Patent No. 5,953,704 (the “McIlroy patent”); and

(7) Argument

I. The Examiner Failed To Prove That Claim 8 Is Unpatentable Under Double Patenting in view of claims of 1-8, 12-15 and 19-23 of U.S. Pat. No. 6,738,754.

The examiner’s rejection of claim 8 is in error and should be reversed.¹ In order to reject claims under §101 for double patenting, the claims must be identical in scope to those in an existing patent. *In re Geiger*, 425 F.2d 1276, 1279 (C.C.P.A. 1970) (“35 U.S.C. 101 prohibits the granting of two or more patents only where the scope of protection defined by the claims is limited to the identical subject matter.”). The subject matter of the rejected claim 8 is not identical to any of the claims in U.S. Pat. No. 6,738,754, and thus the examiner’s rejection is in error. Independent claim 8 is clearly different in scope than any of the independent claims of U.S. Pat. No. 6,738,754. The examiner did not even identify in the non-final rejection which

¹ Claims 15-18 and 20-30 are not on appeal.

claims of U.S. Pat. No. 6,738,754 contain subject matter which is identical to the subject matter of claim 8. The rejection is erroneous and should be reversed.

II. The Examiner's Obviousness Rejections Are Improper And Should Be Reversed.

In the case of *KSR Int'l. Co. v. Teleflex, Inc.*, 127 S.Ct. 1727 (2007), the Supreme Court set forth guidelines for determining when an invention may be considered non-obvious. When elements work together in an "unexpected and fruitful" manner, an invention is "not obvious to those skilled in the art." *KSR*, 127 S.Ct. at 1740. In distinction, in order for an invention to be considered obvious, it must be merely a "combination of familiar elements according to known methods" that yields no more than "predictable results." *Id.* at 1739. "Often, it will be necessary for a court to look to interrelated teachings of multiple patents; the effects of demands known to the design community or present in the marketplace; and the background knowledge possessed by a person having ordinary skill in the art, all in order to determine whether there was an apparent reason to combine the known elements in the fashion claimed by the patent at issue." *Id.* at 1740-41. In determining whether an invention is obvious, "[i]t can be important to identify a reason that would have prompted a person of ordinary skill in the relevant fields to combine the elements in the way the claimed invention does." *Id.* at 1741. The Supreme Court in *KSR* warned against "the distortion caused by hindsight bias," stating "a fact finder must be cautious of arguments reliant upon *ex post* reasoning." *Id.* at 1742. "[R]ejections on obviousness grounds cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *Id.* at 1741. Because the examiner failed to satisfy this criteria in rendering the obviousness rejections in the non-final rejection, the Board should reverse the obviousness rejections.

A. The Examiner Failed To Prove That Claims 1-5 and 11-13 Are Made Obvious By The Lapsker and Iliff Patents.

The May 3, 2007 rejection of claims 1-5 and 11-13 states, "Lapsker teaches a method of using a prescription pad to facilitate providing healthcare information to a patient, ...a pre-printed prescription form with various information to help dispense a pharmaceutical product.... Lapsker does not expressly teach placing on at least one of the prescription sheets of the prescription pad an address for an internet site.... However, this is well known in art as evidenced by Iliff...[that teaches] using the internet as a connection for a diagnostic system. The office action further states that it would have been obvious to add the internet feature of Iliff to the prescription pad taught by Lapsker with the motivation of personalizing the prescription form for use by a physician and providing an automated way of providing a patient with medical advice and diagnosis that is efficient and quick and accurate." The examiner's conclusory statements in the office action do not adequately address the issue of obviousness, and in fact do not articulate any reasoning why a person of ordinary skill in the art would improve the devices disclosed in Lapsker or Iliff in the way set forth in the claims.

(i) Claims 1 and 11 are each independently patentable.

Independent claims 1 and 11 that are the subject of this rejection are shown below:

1. A method of using a prescription pad to facilitate providing health care information to a patient, the prescription pad having a plurality of prescription sheets, the method comprising:
performing a diagnostic procedure on a patient to identify an ailment of the patient;
placing on at least one of the prescription sheets of the prescription pad an address for an Internet web site, information about the ailment being accessible via the Internet web site; and
giving the one prescription sheet to the patient.

11. A method of providing health care information to a user comprising:

storing descriptive information about a plurality of ailments
in a computer database;

providing a retrieval system accessible by an Internet user
using the Internet, the retrieval system being adapted to retrieve the
stored descriptive information for an ailment of the plurality of
ailments upon the user initiating a signal corresponding to the
ailment;

furnishing prescription pads to health care providers, each
of the prescription pads including a plurality of prescription sheets,
the prescription sheets having placed thereon an address for the
Internet web site.

Claim 1 requires that a diagnostic procedure be performed on the user and that the user be given a prescription sheet thereby enabling the user to access information on an Internet website about his or her ailment. Claim 11 requires that the prescription sheets be provided to healthcare providers, thereby enabling Internet users to access a website to obtain information about an ailment. None of the cited references show or are amenable to their combination in a way to achieve this result.

The Lapsker patent refers to a prescription pad which assists physicians, pharmaceutical companies, and pharmacists in effectively administering prescription medications. The Lapsker prescription pad facilitates a physician's dispensing of free samples and starter dosages of prescription medications by providing discount vouchers that can be monitored and controlled. The Lapsker prescription pad assists pharmaceutical companies in monitoring programs for starter sample dosages and discount vouchers. Further, the Lapsker prescription pad facilitates a pharmacist in more readily obtaining reimbursement for dispensing sample dosages and for participation in discount programs. The Lapsker patent has nothing to do with the Internet and has nothing to do with providing information to a patient. Rather, the pre-printed information on the Lapsker prescription pad is used by physicians, pharmacists and drug manufacturers to control and track medication rebates, reimbursements and vouchers. The Lapsker patent has no

teaching relevant to placing on one of the prescription sheets of the prescription pad an address for an internet website where information about a patient's ailment is accessible via the internet website.

The Iliff patent is directed to a computerized knowledge-based medical diagnostic system that automatically performs a diagnosis of a patient's ailment based upon the patient's responses to a list of questions and decision tree-type designated computer programs. As a patient answers each question in the diagnostic script, the program goes through various decision trees in order to provide the patient with a diagnosis of an ailment. In other words, the system in the Iliff patent is used by a patient for self-diagnosis - to obtain a diagnosis of his or her condition or ailment without the direct aid of a physician. The Iliff patent has nothing to do with a prescription pad. Further, because of the legal and regulatory controls associated with dispensing prescription medications, one of ordinary skill in the art would not ordinarily attach a prescription medication feature to a patient-driven computerized diagnosis system as set forth in the Iliff patent. Thus, there are no reasons to combine the teachings of these references.

The office action states that it would have been obvious to add the internet feature of Iliff to the prescription pad taught by Lapsker to provide an automated way of providing a patient medical advice and diagnosis that is quick, efficient and accurate. However, the examiner fails to articulate why this would be. In fact, the opposite is true -- providing the internet feature of the Iliff patent on a prescription pad taught by Lapsker would increase the burden on the patient, and not provide a quick, efficient and accurate medical diagnosis as asserted by the examiner. The claims of the method require that a diagnostic procedure be performed on a patient to identify the ailment of a patient before the prescription sheet of the prescription pad is given to the patient -- a prescription sheet that contains an address for accessing internet information

about the ailment. As set forth in the specification, this allows the patient to reliably navigate through extremely large databases of healthcare information to arrive at the precise information relevant to the patient's ailment. Under the premises of the examiner's argument, the patient would go through the diagnosis process twice: once with the physician, whereafter, the patient would be given a prescription sheet with an internet address, and second, the patient would undergo a lengthy re-diagnosis process answering multiple prompts and questions as the patient navigated the scripts and decision-trees described in the Iliff patent. This is not quick, efficient and accurate, and furthermore, it defies common sense, and therefore cannot be the basis of a rejection for obviousness. For this reason, claims 1 and 11 are each independently patentable over the Lapsker and Iliff patents.

(ii) Claim 2 is independently patentable.

Claim 2 depends from claim 1 and is patentable for the same reasons stated above with respect to claim 1. Additionally, claim 2 is patentable for other reasons. Claim 2 requires that the internet address for the website be placed on the prescription sheet prior to performing the diagnostic procedure on the patient. The office action states that the Lapsker patent teaches the step of placing the internet address on the prescription sheets. However, as stated above, the Lapsker patent has nothing to do with the internet and merely teaches providing a prescription pad which can be used for tracking the dosage and reimbursements associated with prescription medications. As set forth in the specification, the reason for providing pre-printed information on the prescription pad sheets is to provide a benefit for the patient in navigating to the information relevant to their ailment. This is completely different from that set forth in the Lapsker patent where the pre-printed information facilitates the processing of the prescription medication by the dispensing pharmacist and for the dispensing pharmacist to claim rebates and

other promotions associated with the prescription medication manufacturer. For this additional reason, claim 2 is patentable over the Lapsker and Iliff patents.

(iii) Claims 3 - 5 as a group are patentable.

Claim 3 depends from claim 1 and is patentable for the same reasons set forth with respect to claim 1. Additionally, claim 3 is patentable for other reasons, such as those set forth above with respect to claim 2.

Claim 4 depends from claim 1 and is patentable over the Lapsker and Iliff patents for the same reasons set forth above with respect to claim 1. Additionally, claim 4 is patentable for the same reasons set forth with respect to claim 2.

Claim 5 depends from claim 4 and is patentable for the same reasons set forth above with respect to claim 1.

(iv) Claims 12 - 13 as a group are patentable.

Claims 12 and 13 depend from claim 11 and are patentable over the Lapsker and Iliff patents for the same reasons set forth above with respect to claim 11.

B. The Examiner Failed To Prove That Claims 6-10, 14 and 19 Are Made Obvious By The Lapsker, Iliff, and McIlroy Patents.

In the office action, the examiner rejected the subject matter of claims 6-10, 14, and 19 in view of the Lapsker, Iliff, and McIlroy patents. Specifically, the office action states that although the Lapsker patent does not expressly teach providing a patient with ICD or CPT codes for gaining information on a plurality of ailments, use of these codes is well known in the art as evidenced by Iliff and McIlroy. Again, the examiner is engaging in hindsight reconstruction of the invention by piecing together isolated portions of the references to form a facsimile of the invention.

(i) Claims 6, 7, and 19 as a group are patentable.

Claims 6 and 7 depend from claim 1, which as stated above in section II.A.(i) requires that a diagnostic procedure be performed on the user and that the user be given a prescription sheet thereby enabling the user to access information on an Internet website about his or her ailment.

Independent claim 19 that is subject to this rejection is shown below:

19. A prescription pad for facilitating the providing of health care information to a patient, the prescription pad comprising a plurality of prescription sheets, at least one of the prescription sheets including a surface having an address for an Internet web site placed thereon, the surface further having placed thereon an ICD or CPT code associated with an ailment, the Internet web site containing information about the ailment.

For the reasons stated above in Section II.A.(i), *supra*, the Lapsker and Iliff patents do not render the subject matter of claims 6, 7 and 19 obvious.

Further, to the extent Iliff makes reference of an ICD or CPT code, it is in reference to the program creators -- not a patient -- coordinating the work of healthcare professionals in the initial task developing the patient questionnaires and other knowledge capture activities for developing the scripts used in the computer programs and decision trees described in the Iliff patent. As the Iliff patent makes clear, the initial task of knowledge capture for a script is identifying the disease to be included in the script, assigning a priority to each disease, and assigning medical specialists to develop the portions of the script for their assigned diseases. In this regard, the author of the script uses the ICD code to identify the disease and to assist him and others in organizing the data in the database. For instance, the Iliff patent describes the role of a script coordinator, who uses the ICD code to organize the database, and to assist other physicians involved in writing the script organize their respective inputs. The Iliff patent does not describe providing the ICD code to the patient so the patient can access an internet website or information

on the internet website using the ICD or CPT codes. Nor would there, because the ICD or CPT code is essentially the end result of the diagnosis procedure. In other words, a patient receives the ICD or CPT code as a result of the physician's examination and diagnosis. Once the patient has the ICD or CPT code, there is no need for a diagnosis. Thus, there is no reason for the patient to use the ICD or CPT code in the system of the Iliff patent which provides a diagnosis in lieu of the physician. For this reason, the Iliff patent, whether considered alone or together with Lapsker patent, fails to render the subject matter of the claims obvious.

The McIlroy patent fails to provide any additional teaching to make up for the deficiencies set forth above with respect to the Lapsker and Iliff patents. The McIlroy patent describes a system used by healthcare professionals to evaluate whether a treatment regimen that a patient is receiving is in accordance with guidelines or other standardized treatment options. The system described in the McIlroy patent is not used by patients but rather by healthcare professionals to manage and assess a patient's treatment, and in the process, to control costs of healthcare. The McIlroy patent has nothing to do with a prescription pad sheet or patient accessing an Internet website to obtain information on an ailment associated with the patient or using an ICD or CPT code for that purpose. For these reasons, the McIlroy patent fails to render the subject matter of claims 6, 7 and 19 unpatentable.

(ii) Claims 8, 9, 10, and 14 as a group are patentable.

Independent claim 8 that is the subject of this rejection is shown below:

8. A method of directing a patient to a source of health care information comprising:
identifying an ailment of the patient;
ascertaining an ICD or CPT code associated with the ailment;
instructing the patient to input the ICD or CPT code into a computer communicating with an Internet web site to obtain information about the ailment, the Internet web site and computer

being configured in such a manner that the input of the ICD or CPT code into the computer results in retrieval via the Internet web site of information about the ailment.

The Lapsker patent has nothing to do with the subject matter of claim 8. Further, as is clear from the discussion above in section II.B.(i), the Illiff and McIlroy patents describe uses of the ICD or CPT code which are not related to the subject matter of the claim. Illiff describes that the script coordinator may use the ICD code for knowledge capture purposes when developing the scripts. McIlroy describes that healthcare professionals or provider may use the ICD code to evaluate whether a treatment regimen that a patient is receiving is in accordance with guidelines or other standardized treatment options. None of these references show or suggest a patient accessing an Internet website to obtain information on an ailment associated with the patient or using an ICD or CPT code for that purpose. For these reasons, the cited patents fail to render the subject matter of independent claim 8 unpatentable.

Claim 9 depends from claim 8 and is patentable for the same reasons set forth above with respect to claim 8.

Claim 10 depends from claim 9 and is patentable for the same reasons stated above with respect to claim 9.

Claim 14 ultimately depends from claim 11 and for the same reasons stated above with respect to claim 11, it is submitted that claim 14 is patentable.

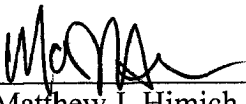
III. Conclusion

It is respectfully submitted that, for the reasons set forth above, the rejection of claims 1-14 and 19 is made in error and should be reversed and the claims allowed.

An oral hearing is not requested.

Respectfully submitted,

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(8) Claims Appendix

1. A method of using a prescription pad to facilitate providing health care information to a patient, the prescription pad having a plurality of prescription sheets, the method comprising:

performing a diagnostic procedure on a patient to identify an ailment of the patient;

placing on at least one of the prescription sheets of the prescription pad an address for an Internet web site, information about the ailment being accessible via the Internet web site; and

giving the one prescription sheet to the patient.

2. A method as set forth in claim 1 wherein the step of placing the address for the Internet web site on the at least one of the prescription sheets precedes the step of performing the diagnostic procedure on the patient.

3. A method as set forth in claim 1 wherein the prescription pad is preprinted with a listing of a plurality of ailments, and wherein the method further comprises instructing the patient to initiate a search via the Internet web site about one of the plurality of listed ailments.

4. A method as set forth in claim 1 wherein the prescription pad is preprinted with a listing of names of a plurality of ailments and wherein the Internet web site is adapted to retrieve information about any one of the plurality of ailments upon initiation of a signal associated with said any one of the plurality of ailments, and wherein the method further comprises instructing the patient to perform an action which initiates via the web site a signal associated with one of the plurality of listed ailments in a manner to retrieve information about said one of the plurality of listed ailments.

5. A method as set forth in claim 4 wherein the step of instructing the patient to perform an action comprises instructing the patient to input into a computer communicating with the web site the name of said one of the plurality of listed ailments.

6. A method as set forth in claim 4 wherein the step of instructing the patient to perform an action comprises instructing the patient to input into a computer communicating with the web site an ICD or CPT code associated with said one of the plurality of listed ailments.

7. A method as set forth in claim 1 further comprising instructing the patient to input into a computer communicating with the web site an ICD or CPT code associated with the ailment of which the patient was diagnosed as having, wherein the Internet web site and computer are configured in such a manner that the input of the ICD or CPT code results in retrieval via the Internet web site of information about the ailment.

8. A method of directing a patient to a source of health care information comprising:

identifying an ailment of the patient;

ascertaining an ICD or CPT code associated with the ailment;

instructing the patient to input the ICD or CPT code into a computer communicating with an Internet web site to obtain information about the ailment, the Internet web site and computer being configured in such a manner that the input of the ICD or CPT code into the computer results in retrieval via the Internet web site of information about the ailment.

9. A method as set forth in claim 8 wherein instructing the patient to input the ICD or CPT code into a computer includes:

placing on a prescription sheet an address for the Internet web site;

placing on the prescription sheet the ICD or CPT code; and

giving the prescription sheet to the patient.

10. A method as set forth in claim 9 wherein the step of placing the address on the prescription sheet occurs before the step of identifying an ailment of the patient.

11. A method of providing health care information to a user comprising:

storing descriptive information about a plurality of ailments in a computer database;

providing a retrieval system accessible by an Internet user using the Internet, the retrieval system being adapted to retrieve the stored descriptive information for an ailment of the plurality of ailments upon the user initiating a signal corresponding to the ailment;

furnishing prescription pads to health care providers, each of the prescription pads including a plurality of prescription sheets, the prescription sheets having placed thereon an address for the Internet web site.

12. A method as set forth in claim 11 wherein the descriptive information for each ailment comprises one or more of the following: physiological aspects of the ailment, pathological aspects of the ailment, information as to whether the ailment is treatable, information about expected clinical course, and potential complications.

13. A method as set forth in claim 11 further comprising directing the health care providers to give the prescription sheets to patients diagnosed as having ailments.

14. A method as set forth in claim 13 wherein the descriptive information about each of the plurality of ailments is associated with at least one ICD or CPT code for said each of the plurality of ailments, wherein the retrieval system is adapted to retrieve the stored descriptive information for an ailment of the plurality of ailments upon the user initiating a signal corresponding to the at least one ICD or CPT code for the ailment, and further comprising the step of directing the health care providers to write on the prescription sheets the ICD or CPT codes associated with the diagnosed ailments.

15. A method of providing health care information to a user comprising:
storing descriptive information about a plurality of ailments in a computer database, the descriptive information about each of the plurality of ailments being associated with at least one ICD or CPT code for said each of the plurality of ailments;
providing a retrieval system accessible by an Internet user using the Internet, the retrieval system being adapted to retrieve the stored descriptive information for an ailment of the plurality of ailments upon the user initiating a signal corresponding to the ICD or CPT code for the ailment.

16. A method as set forth in claim 15 wherein the descriptive information for each ailment comprises one or more of the following: physiological aspects of the ailment,

pathological aspects of the ailment, information as to whether the ailment is treatable, information about expected clinical course, and potential complications.

17. An Internet navigational system for providing health care information to a user comprising:

a computer database having stored therein descriptive information about a plurality of ailments, each ailment being associated with at least one ICD or CPT code; and

a retrieval system accessible by an Internet user using the Internet, the retrieval system being adapted to retrieve the stored descriptive information corresponding to one of the ailments upon the user initiating a signal corresponding to the at least one ICD or CPT code associated with such ailment.

18. An Internet navigational system as set forth in claim 17 wherein the descriptive information stored in the computer database comprises one or more of the following: physiological aspects of the ailment, pathological aspects of the ailment, information as to whether the ailment is treatable, information about expected clinical course, and potential complications.

19. A prescription pad for facilitating the providing of health care information to a patient, the prescription pad comprising a plurality of prescription sheets, at least one of the prescription sheets including a surface having an address for an Internet web site placed thereon, the surface further having placed thereon an ICD or CPT code associated with an ailment, the Internet web site containing information about the ailment.

20. A method as set forth in claim 15 further comprising prompting the Internet user to input an ICD or CPT code.

21. A method as set forth in claim 15 further comprising retrieving from the computer database the descriptive information for one of the ailments upon the Internet user initiating a signal corresponding to the ICD or CPT code for said one of the ailments.

22. A method as set forth in claim 21 wherein the step of initiating a signal corresponding to the ICD or CPT code comprises inputting the ICD or CPT code.

23. A method as set forth in claim 22 further comprising providing the retrieved information to the Internet user via the Internet.

24. A method as set forth in claim 21 further comprising providing the retrieved information to the Internet user.

25. A method comprising:
storing healthcare information in a computer database, the healthcare information comprising a plurality of healthcare components;
associating each of at least some of the healthcare components with at least one of a plurality of ICD or CPT codes; and

providing a retrieval system accessible by a user using the Internet, the retrieval system being adapted to retrieve the healthcare components associated with any one of the plurality of ICD or CPT codes upon receiving a signal sent by the user, the signal corresponding to said any one of the plurality of ICD or CPT codes.

26. A method as set forth in claim 25 further comprising the step of sending to the user the healthcare components associated with said any one of the plurality of ICD or CPT codes upon receiving the signal.

27. A method of searching for healthcare information stored in a computer database, the healthcare information comprising a plurality of healthcare components, each of at least some of the healthcare components being associated with at least one of a plurality of ICD or CPT codes, the method comprising:

accessing via the Internet a retrieval system, the retrieval system being adapted to retrieve the healthcare components associated with any one of the plurality of ICD or CPT codes upon receiving a signal, the signal corresponding to said any one of the plurality of ICD or CPT codes;

inputting the signal in a manner such that the retrieval system retrieves the healthcare components associated with said any one of the plurality of ICD or CPT codes.

28. A method as set forth in claim 27 wherein the step of inputting the signal comprises inputting said any one of the plurality of ICD or CPT codes.

29. An Internet navigational system for providing health care information to a user, the Internet navigational system being adapted for use with a computer database having stored therein descriptive information about a plurality of ailments, each ailment being associated with at least one ICD or CPT code, the Internet navigational system comprising:

a retrieval system accessible by an Internet user using the Internet, the retrieval system being configured and adapted to retrieve the stored descriptive information corresponding to one of the ailments upon the user initiating a signal corresponding to the at least one ICD or CPT code associated with such ailment.

30. An Internet navigational system as set forth in claim 29 wherein the descriptive information stored in the computer database comprises one or more of the following: physiological aspects of the ailment, pathological aspects of the ailment, information as to whether the ailment is treatable, information about expected clinical course, and potential complications.

(9) Evidence Appendix

None.

(10) Related Proceedings Appendix

None.